

LEO BURNETT COMPANY, Inc.

Ad No. 101 - Reg. No. 12000-3 page 110 x 17 1/2 inches - 4 columns - (Harrison Chronicle)
Houston Post - 1964 1/3
Printed in U.S.A.

The New Galaxy Cigarette

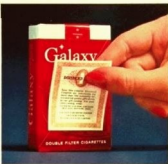
with an activated charcoal granule filter



Great new cigarette: New Galaxy filter cigarettes offer you a unique combination of charcoal filtration and the rich hearty flavor of fine tobaccos.



Activated charcoal filter: Inside this extra long inner filter are activated charcoal granules, not loose, but actually embedded in a network of filter fibers.



New dividend coupon: On the back of each pack is a Dividend Coupon. Four extra coupons in every carton. Use them to get exciting, free, quality gifts.

Free gifts

(with new Dividend Coupons)



Wilson Football's Glove,
750 Coupons, Baseballs,
Baseballs, 250 Coupons.



General Electric
Space Heater, 1500
Coupons.



General Electric Percolator
Percolator, 1500
Coupons.



General Electric "Presto-A-Brew" Coffee Maker,
1500 capacity,
1500 Coupons.

Flameless Water Heater,
1500 Coupons.



Wristwatch "Sportswatch",
1500 Coupons.



Toaster, 1500 Coupons.



Picnic Basket, 1500 Coupons,
1500 Coupons, 1500 Coupons,
1500 Coupons.



Marble Electric
Blender, 1500 Coupons.



Free! Catalog plus 100 coupons!

Mail form at right for free gift catalog and free certificate worth 100 "starter" coupons. Save coupons from New Galaxy Cigarettes... as well as from Alpine menthol cigarettes.



Mail to: Dividend Coupon Catalog, Box 100, New York, New York 10001
Name _____
Address _____
City _____ State _____ Zip _____
Phone No. () _____
I am interested in receiving a catalog of quality gifts and 100 free coupons.
Signature _____



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